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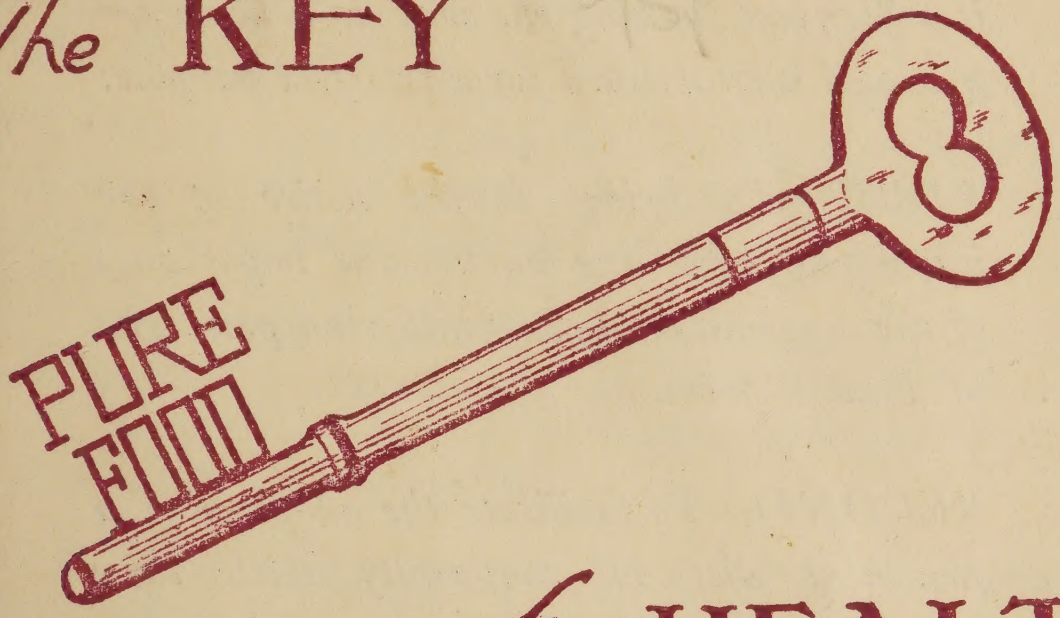
Please Keep for Reference.

The KEY



to HEALTH!

WITH THE COMPLIMENTS OF

THE WORTHING
HEALTH FOOD STORES
13 RAILWAY APPROACH,
WORTHING „ SUSSEX.

Telephone: WORTHING 52.

Every Health Store

is a Signpost showing the way to a healthier life, and is established for a two-fold purpose:

FIRST—To bring to the notice of the intelligent public the paramount importance of the hygienic and humanitarian principles of Food Reform.

SECOND—To facilitate the adoption of a healthful diet in conformity with these principles, by the sale of attractive, unadulterated, vegetarian foodstuffs, unspoiled by refining and other devitalising processes.

By Purchasing Your Supplies

from any of the Health Stores listed on pages 14, 16 and 18 of this booklet, you will not only be assured of obtaining foodstuffs of quality and integrity, but you will be helping to support the much-needed educational work that they are doing to eradicate disease, and to hasten the inauguration of that long-awaited era of universal health and happiness.

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FOREWORD

FOOD REFORM, founded upon the lasting principles of science and ethics, is essential to the physical and spiritual regeneration of the race, and is necessitated in view of a variety of pressing considerations—hygienic, humanitarian, aesthetic and economic—upon which it is possible to touch in the briefest manner only in the limited space here available.

THE HEALTH QUESTION.

That, in spite of our thousands of physicians and surgeons, our hundreds of hospitals and institutions, and our sumptuously supported medical research (largely devoted to painful, futile and misleading vivisectional experiments), there is still amongst us a pitiful and abysmal lack of knowledge of the most elementary truths of health and hygiene, is revealed by the fact that millions of pounds are lost, and incalculable human suffering and premature loss of life incurred, every year through *preventable disease, directly traceable to faulty diet.*

Wherein, then, do we chiefly err in the matter of diet? Apart from the question of flesh-eating, our errors include an excessive consumption of *chemicalised and devitalised deficiency-foods*, such as white flour bread, cakes and pastry; *highly refined and de-mineralised* sugars, sweets and candies; "polished" rice, "pearl" barley, etc.

In the manufacture and preparation of these commodities, commerce and cooking have combined to undermine the integrity of many staple products of Nature, by robbing them of vital mineral and other elements upon which the health of the organism depends.

The way to health is simple. We must follow Nature, eating only the pure fruits of the earth in the vital state she bears them. Bountiful supplies of wholesome nourishment—rich in all the precious life-giving elements proper to natural foods—are obtainable from the innumerable, delicious products of the field and orchard.

Fragrant, luscious and purifying fruits; cleansing salads and roots; meaty nuts (Nature's most nutritious food); *wholemeal* bread and cakes; crisp, teeth-preserving *whole-grain* biscuits; pure honey and oil; sweet, creamy, nut butters and fats; dainty and sustaining fruit and nut confections: these are the foods to cure all ills, build up health and strength, and give tireless energy and zest for work and play.

THE HUMANITARIAN QUESTION.

The realisation of the physical and spiritual kinship of man and beast has led to the recognition of the rights of our lesser brethren, and to the inclusion of Vegetarianism as an essential plank in the Food Reform platform.

THE NATIONAL COUNCIL FOR ANIMALS' WELFARE

aims at the establishment in Humanity of a sympathetic recognition of Relationship with all Living Things, and the progressive Emancipation of the Animal Kingdom from Exploitation.

It invites the co-operation of all who are working for the amelioration of the conditions of animals, whatever their particular forms of activity.

Annual "Animals' Welfare Week" 1932

BEGINS SUNDAY, MAY 1st.

ALL WHO ARE WILLING

to help in any way, or who wish for further information, are asked to write to

The Secretary,

The National Council for Animals' Welfare

36 Gordon Square, London, W.C.1.

THE

London Vegetarian Society

Which is a Society working on national lines, with a membership and affiliated organisations throughout Great Britain, earnestly solicits your support in pressing forward

The greatest of all Hygienic and Humanitarian Reforms.

All vegetarians, *i.e.*, abstainers from "fish, flesh and fowl," are invited to become Members. Those who, while agreeing with the principles of the Society, are not themselves vegetarians, are invited to become Associates. The Official Organ of the Society is

"THE VEGETARIAN NEWS," Monthly, 3d.

A Specimen Copy of which, together with full particulars of Membership, will be sent free on request by the Secretary,

LONDON VEGETARIAN SOCIETY

8 John Street, Adelphi, London, W.C.2.

Telephone - TEMPLE BAR 3379.

Slaughterhouses are a blot on the landscape, and their demolition must precede the inauguration of a truly civilised era. Could the full horror of these hidden hells be visualised by a sheltered and unimaginative public, cries would be raised which would shatter them in a day.

Flesh-eating has been shown to be unnecessary and inimical to health, whereas a well-balanced, vegetarian diet is calculated to increase vitality, endurance and longevity. Moreover, the achievements of many outstanding vegetarian personalities prove that great mental powers are likewise attainable without recourse to the stimulation of unnatural foods.

THE AESTHETIC QUESTION.

The flesh trade is essentially ugly, and irreconcilable with the beauties of Nature. The sight of the carcases and entrails of animals exposed for sale is repellant to every sensitive person, whereas both sight and scent are attracted by the wares of the fruiterer and greengrocer. A leg of mutton on the dinner table is in no wise an edifying spectacle for the refined, but a daintily served fruitarian repast pleases both eye and palate.

THE ECONOMIC QUESTION.

A given acreage of pasture land yields, in terms of mutton and beef, but a fraction of the food value procurable from the same surface under cultivation. Food Reform will stimulate agriculture by creating an increasing demand for cereals, fruits, vegetables and nuts, and will further materially help to solve the economic problems of this country by creating healthy employment in the manufacture and distribution of pure food products, by lowering the national food bill, and by reducing the enormous cost of disease.

AN APPEAL.

The progress of the community is measured by the progress of the individual, and it is to the latter that we must look for furtherance of the urgent matter of Food Reform. We appeal to every reader for active assistance in leavening the dough of indifference and inertia which constitutes the great enemy of this and every other movement towards the realisation of a nobler civilisation.

On behalf of the National Association of Health Stores,

T. KIRBY,
Hon. Secretary,
103 THE PARADE,
WATFORD, HERTS.

December, 1931.

For the best advice on Health and Diet consult one of the undermentioned

NATURE CURE PRACTITIONERS

BRISTOL. F. Stenhouse Ross.
Nature Cure Practitioner,
Cotham Hill, Bristol

CHELTENHAM. R. Stuart Turner, D.N.T., M.I.I.R.S.
(Member of the British Faculty of Drugless Physicians).
16 Lypiatt Terrace, Cheltenham.

DUNDEE. Madame Isobel M. Maxwell, M.N.C.A.,
Graduate of the Edinburgh School of Natural Therapeutics
"Fairmount," 27 Roseangle, Dundee.
Telephone: Dundee 3101.

GLASGOW. David S. Christie,
Member of the Nature Cure Association,
7 Newton Terrace, Charing Cross, Glasgow, C.3.
Telephone: Douglas 4695.

LONDON, N. Norah Carrington,
Handcock Method of Manipulation for the Treatment of defective Adenoids and Tonsils and Catarrhal Deafness, without surgical Aid.
"Ramsey," 2 Lyndhurst Gardens, Church End, Finchley, N.3.

LONDON, N.W. T. J. A. Mapp, D.C., Phil. C.,
(Spinal and Foot Treatment,)
4 Chiltern Court, Baker Street, (over Baker St. Station), London, N.W.1.

LONDON, W. Georgina E. Dewar,
Osteopath and Naturopath,
Graduate of the Edinburgh School of Natural Therapeutics,
7 Devonshire Street, Portland Place, W. 1.
Telephone: Welbeck 6750.

1—STANDARD HEALTH FOODS

Biscuits

Pure wholemeal biscuits are a splendid food, and an excellent substitute for soft bread and puddings. They compel mastication, aid digestion, massage the gums, and preserve the teeth. The undermentioned biscuits are made from the whole of the grain, and contain the essential organic salts lacking in ordinary white-flour biscuits.

ALLINSON WHOLEMEAL BISCUITS.

Plain Digestive, Fruit Digestive, Cocoanut, Shortcake, Ginger, Plain Lunch, etc.

Per lb. **1/4**

EMPROTE BISCUITS.

These contain the proteid food "Emprote," and are consequently much more nourishing than ordinary biscuits.

Per Box ... **1/6** ¼lb. pkts. ... 4½d.

GRANOSE BISCUITS.

A delicious, natural food made from British Wheat only. The whole of the wheat—bran, germ and kernel—is rolled and toasted into digestible flakes which are pressed into biscuit form.

Rich in organic salts and energy-providing elements, GRANOSE BISCUITS give vigour and health. Invaluable in all cases of digestive and gastric trouble. Eat like bread with butter, honey, cream and all fruit dishes.

Per Box, plain **1/-**; Malted **1/2**

"PITMAN" CELERY CRACKERS.

A novel and singularly enjoyable biscuit with cheese. Crisp and crackly, and enticingly flavoured with celery for health and enjoyment.

Per lb (in ½lb. packets) **1/2**

"FITMAN" PLACE-O-BRED BISCUITS.

Biscuits that have become famous amongst food reformers. Short, unsweetened and palatable, they are excellent in place of the excessive soft bread which induces so much digestive trouble. Used regularly, they are a certain cure for constipation.

Per lb. **1/-**

"PITMAN" PLACE-O-BRED GEMS.

Similar to the above, but much smaller. Very popular in place of rusks for young children. Excellent also with cheese, soup, etc. About 130 biscuits to the pound.

Per lb. **1/1**

SCOTT'S BRAN BISCUITS.

A natural remedy for constipation. Prepared from wholemeal flour and pure wheat bran.

Per lb. (in ½lb. pkts.) **1/4**

SCOTT'S BROWNIES.

Substantial, unsweetened wholemeal biscuits with forty years' reputation for food value.

Per lb. (in ½lb. pkts.) **1/-**

SCOTT'S RUGGERS.

Similar to above, only slightly sweetened. Ever increasing sales attest their popularity.

Per lb. (in ½lb. pkts.) **1/-**

SCOTT'S WHEATMEAL GINGER NUTS.

Genuine, old-fashioned Ginger Snaps, made with wheatmeal and other integrity ingredients. A dainty and delicious addition to any meal.

Per lb. (in ½lb. pkts.) **1/2**

SCOTT'S WHEATMEAL BISCUITS.

Not so substantial as the Brownies and Ruggers. Made in two varieties, Plain and Slightly Sweetened.

Per lb. (in ½lb. pkts.) **1/4**

NATURE CURE PRACTITIONERS

LONDON, W. — ERIC F. W. POWELL, Phys. B., M.N.C.A.,
Naturopath and Herbal Specialist,
178 Gloucester Terrace, Hyde Park, W. 2.
Telephone : Paddington 9681.
Also at "Trevarra," Edgwarebury Lane,
Edgware, Middlesex.
Telephone : Edgware 0334.

LONDON, W. — MILTON POWELL, F.N.C.A.,
Nature Cure Practitioner and Osteopath,
60 Warwick Gardens, Kensington, W. 14.
Telephone : Western 4479.

LONDON, W. — THE FERRIS SCHOOL OF EYESIGHT TRAINING.
(Normal Sight without Glasses by Dr. Bates' Methods). Consultations by Appointment.
Misses A. M. and O. E. SCARLETT, M.S.D.T.,
9 Welbeck Street, W. 1.

LONDON, W. — KATHLEEN WESTLAND, Naturopath,
Graduate of the Edinburgh Sch. of Natural Therapeutics,
178 Gloucester Terrace, Hyde Park, W.2.
Telephone : Paddington 9681.

LONDON, W.C. — EUSTACE MILES, M.A.,
Diet and Health Specialist,
40 Chandos St., London, W.C. 2. (Near Coliseum).

NOTTINGHAM. — Mr. ADAMS, Health Specialist (Nature Cure).
All Ailments and Physical Defects. Appropriate Treatments including Manipulative Surgery; Osteopathy ; Scientific Massage ; Hydropathy ; Chiropractic ; Dietetics .
8 Elm Avenue, Mansfield Road, Nottingham.

WATFORD. — KATHLEEN WESTLAND, Naturopath,
"Inglewood," 81 Cassiobury Drive, Watford.
Telephone : Watford 3923.

WATFORD. — T. J. A. MAPP, D.C., Phil. C.,
Qualified Spine, Nerve and Foot Specialist,
25 Alexandra Road, Watford.

WORTHING. — Miss JANE TOPPING, Naturopath,
14 Montague Place, Worthing.
Telephone : Worthing 2097

SCOTT'S MALT CHARCOAL BISCUITS.

Charcoal is a recognised remedy for Indigestion, since it absorbs the noxious gases present in all digestive complaints.

Charcoal Biscuits are a pleasant form in which to obtain the benefits of this remedy, since they are perfectly palatable.

Per lb. (in ¼lb. pkts.) **2/-**

(See also under "Crispbread" page 11. For Diabetic Biscuits, see under Diabetic Foods, page 13).

Breakfast Foods

ALLINSON'S OATS.

British and Best.
Per 2lb. Carton ... ... **9d.**

BROWN'S BARLEY KERNELS.

Per Packet ... ... **8d.**

DAIRY CRISPS.

Eustace Miles' crisp and delicious breakfast food. Rich in body-building and energising ingredients. Compact and convenient.
Per Carton ... ... **10½d.**

FIG AND BRAN.

When the diet consists largely of soft, bulkless foods, physicians often urge the addition of bran to supply the needed bulk.

FIG AND BRAN is made from choice, clean bran that has been well cooked, skilfully blended so as to combine the laxative properties of bran with the well-known remedial substances and agreeable flavour of figs. Ready to serve with milk, cream or fruit.

Per Packet ... ... **8d.**

GRANOSE FLAKES.

The All-British Breakfast Food made of English Wheat by British Labour, GRANOSE FLAKES contain the mineral salts and body-building elements that enrich the blood, build the nerve tissues, and defend the body against disease.

Children thrive on GRANOSE, and become active and rosy-cheeked. Recommended for Anaemia, Constipation and Indigestion.

Per Packet, Plain **7½d.**; Malted **9½d.**

GRAPE-NUTS.

The well-known breakfast food, expressly planned to give the body the elements it needs. It is made from wheat and malted barley, especially milled and baked for delicious flavour and easy digestion.

GRAPE-NUTS contributes to your body dextrins, maltose, and other carbo-hydrates; iron, phosphorus, proteins.

GRAPE-NUTS is delicious in flavour, and its crisp, granular form compels thorough mastication.

Per Packet ... ... **10½d.**

HONEY GRAINS.

An absolutely novel food, made chiefly from fruit and nuts—a great and delightful change from the many cereal breakfast foods now on the market. Its sweetness is entirely due to the very valuable natural sugar contained in the fruit.

HONEY GRAINS are ready to serve straight from the tin in a variety of ways—with milk, fruit, ice-cream, etc. They are non-starchy, non-fattening, and easily digestible. Ask for free explanatory folder.

Per Tin ... ... **9d. and 2/-**

KELLOGG'S ALL-BRAN.

Relieves Constipation. May be used in cooking, or eaten as a breakfast cereal with cold milk or cream.

Per Packet ... ... **9d.**

KELLOGG'S CORNFLAKES.

Per Packet ... ... **7½d.**

KELLOGG'S RICE KRISPIES.

Choice rice grains, cooked and toasted into crisp, nourishing bubbles, which crackle when milk or cream is added.

Per Packet ... ... **7½d.**

MAZDA BARLEY FLAKES.

Abundant in nitrogenous substances. Barley is a well-known remedy for kidney troubles.

Per Packet ... ... **7d.**

For Comfortable Residence or Happy Holidays consult the following List of

Hotels, Guest Houses and Apartments

Where Vegetarians and Food Reformers are catered for.

BICKLEY

THE CLOISTERS VEGETARIAN HOTEL,
Southborough Road, Bickley, Kent.
Telephone: Ravensbourne 3050.

BOURNEMOUTH

BRANKSOME DENE HOTEL,
(Fruitarian and Vegetarian),
Bournemouth, Hants. Phone: Bournemouth 4796.

BOURNEMOUTH.

"LOUGHTONHURST," Food Reform Establishment,
West Cliff Gardens, Bournem'th. Phone: B'mth 976

BRIGHTON.

"BENARES HOUSE," Food Reform Boarding Est.,
Over 40 bedrooms. Write for Tariff.
Mr. & Mrs. MASSINGHAM, 16-17 Norfolk Terr., B'ton.

BUTTERMERE.

VICTORIA FAMILY HOTEL (Unlicenced),
Largest, most modern and most reasonable hotel in
Beautiful Buttermere. Terminus of Cockermouth bus.
NICHOLAS SIZE, Resident Proprietor.

DERBYSHIRE.

VEGETARIAN GUEST HOUSE,
Mr. & Mrs. LUDLOW, "The Briars,"
Crich, near Matlock. Telephone Ambergate 44.

EASTCHURCH

ELMHURST GUEST HOUSE AND TRUTH CENTRE,
Mr. & Mrs. POCOCK, Eastchurch, Isle of Sheppey, Kent.

MAZDA BUCKWHEAT FLAKES.

A cereal that deserves a place of honour on every table. It is particularly rich in potash, lime, magnesia and iodine, and is invaluable for young and old. Certain pathological conditions (such as goitre) are improved with the use of Buckwheat.

Per Packet ... ... **8d.**

MAZDA CHESTNUT FLAKES.

Rich in starches and sugar. An excellent food for children and active workers. Chestnut Flakes and milk promote rapid growth.

Per Packet ... ... **8d.**

MAZDA CORN FLAKES.

Characteristic in that they contain plenty of potash and oil. Recommendable in liver complaints.

Per Packet ... ... **7d.**

MAZDA MILLET FLAKES.

Millet is rich in silicic acid, and is essential to the health of teeth, bones and hair. Millet has been proved to promote the growth of the hair at any age.

Per Packet ... ... **8d.**

MAZDA OAT FLAKES.

Oats are well-known for their sustaining properties. Outstanding constituents are potash, lime, phosphoric acid and soda, the latter making oats a neutralizer *par excellence* of harmful acids.

Per Packet ... ... **7d.**

MAZDA RICE FLAKES.

Rich in starches and soda, which makes them valuable in eliminating acids. Combine well with fruits and vegetables.

Per Packet ... ... **7d.**

MAZDA RYE FLAKES.

Contain an unusually large quantity of teeth and bone building material.

Per Packet ... ... **7d.**

MAZDA WHEAT FLAKES.

A grain of Wheat is a storehouse of vital elements—starches, albumin, phosphates, salts, sulphur, iron, etc. which make it an all-round food, and justify its right to the title "Queen of Cereals."

Per Packet ... ... **7d.**

"PITMAN" LAXATIVE BREAKFAST FOOD.

Rolled Wheat Kernels prepared by a special process for the cure and prevention of intestinal troubles. Analysis shows it to be a well balanced food, in which the protein-starch ratio conforms to the recognised standards, with the mineral matter—consisting of invaluable organic salts—so imperative for the proper assimilation of all foods.

"PITMAN" LAXATIVE BREAKFAST FOOD can be used in many ways, and is especially valuable as a porridge.

Per 2lb. Carton **1/-**; Sample **2d.**

POST TOASTIES.

Per Packet ... ... **7½d.**

SHREDDED WHEAT.

Shredded Wheat is a 100 % food. It is the whole wheat—nothing added—nothing taken away. The special process of steam-cooking, shredding and baking, retains every element of the wheat, including the bran (a natural laxative) and ensures thorough di gestibility.

SHREDDED WHEAT is a complete and perfectly balanced food. It supplies energy and tissue-building nourishment to children and adults, the weak and the strong. The crispness of its shreds promotes thorough mastication, which is essential to good digestion and to the preservation of the teeth.

Per Packet ... ... **8d.**

Cake

"HARVO" RICHLY MALTED CAKE.

"Harvo" Richly Malted Cake is a unique food. In it the indigestible starch present in so many foods is changed into natural life-giving sugars which when eaten provide heat, energy and health. HARVO contains in the right proportions the chief body-building essentials of a perfect food.

Per Cake ... ... **6d. and 10d.**

For Comfortable Residence or Happy Holidays consult the following List of

Hotels, Guest Houses and Apartments

Where Vegetarians and Food Reformers are catered for.

LELANT.

"Woodcote," Mrs. M. Ward, Lelant, Cornwall.

LONDON, W.

Mrs. E. J. Faussett, Apartments,
124 Sutherland Avenue, London, W. 9.

LONDON, W.

Hygeia House Hotel, 37 and 39 Warrington Cres., Maida Hill, London, W. 9. (Ten minutes from Piccadilly). Great Britain's FIRST Vegetarian Guest House. 40 Bedrooms. Constant Hot Water. Modern Comforts. Four Acres charming Grounds. Enlightened, entirely vegetarian cuisine conservatively prepared. First Class Service. Moderate Tariff.
Telephone: Abercorn 2462.

LONDON, W.C.

Mrs. Violet Longman, "Queen's Court,"
103 Gower Street, London, W.C. 1.

MANCHESTER.

The Fellowship Club, Vegetarian Guest House, "Ward Hall," Lower Park Road, Victoria Park Manchester.
Telephone: Rusholme 2595.

MILFORD-ON-SEA

"Gorse Cliff," Vegetarian Guest House,
Milford-on-Sea, Hants. Phone: Milford-on-Sea 56.

MOFFAT.

Miss Robertson, "Rockhill," Beech Grove,
Moffat, Scotland. Phone: Moffat 76.

WORTHING.

Miss Jane Topping, 14 Montague Place, Worthing
Telephone: Worthing 2097.

Cereals

NATURAL BROWN RICE.

This rice is the staple food of the Orient, and is rich in the wonderful bone and body building mineral salts which are absent from polished white rice.

NATURAL BROWN RICE is twenty-four times as rich in fats as white rice, thirteen times as rich in mineral salts, and half as rich again in proteids.

NATURAL BROWN RICE has a fine, rich flavour, and is especially good served as a savoury.

Per lb. ... ... **5d.**

POT BARLEY.

The above remarks on the value of brown rice apply with equal force to the question of " pot " versus " pearl " barley.

POT BARLEY should always be used, since it contains all the health promoting mineral substances lacking in pearl barley.

Per lb. ... ... **5d.**

WHOLEMEAL FLOUR.

In spite of all that has been written and said about the value of WHOLEMEAL, the vast bulk of the population still consumes white flour in all its forms.

White flour has been robbed of its life-giving mineral elements, and is deficient in the organic salts of iron, lime, sodium, potassium, phosphorus, etc., which are richly present in geniune stone-milled WHOLEMEAL.

Safeguard your health and that of your family by allowing nothing but WHOLEMEAL to enter your house. Once you have become accustomed to the rich, nutty flavour of the healthful dainties you can make with it, you will find the taste of ordinary white-flour confections intolerably insipid.

" ARTOX " GENUINE STONE-GROUND WHOLEMEAL FLOUR.

Milled from only the Best Empire Grown Wheats, and *finely ground* for Cakes, Scones, Biscuits, Pastry, etc.
Per Bag, 3½lbs., **10d.**; 7lbs., **1/7**

" N.A.H.S." GENUINE STONE-GROUND WHOLEMEAL FLOUR.

Per Bag, 3½lbs, **10d.**; 7lbs. **1/7**

OTHER CEREALS.

(Oatmeal, Brown Sago, Semolina, etc.) Market Prices.

Crispbread

PEEK FREAN'S VITA-WEAT.

One very important " Key to Health " is furnished by VITA-WEAT, the unique whole-wheat Crispbread made by Peek Frean & Co., Ltd., the famous Biscuit Manufacturers.

Analysis and test of VITA-WEAT show that it possesses in a marked degree the six necessary constituents for the preservation of healthy life, viz. carbohydrates, fat, proteins, mineral salts, water and the essential vitamins.

VITA-WEAT forms a valuable component of rational diet, supplying a dainty and advantageous alternative to soft wholemeal or white bread.

VITA-WEAT is of distinctive texture, inviting mastication and insalivation. It has a delicious " crunchiness " and a pleasing ripe-corn flavour, and it contains every part of the wheat berry, nothing whatever being removed in the process of manufacture.

Per Carton ... ... **10d. and 1/6**

RYVITA CRISPBREAD.

The well-known Swedish Health Bread in crisp, wafer form.

Per Carton ... ... **10d. and 1/6**

" SLIMHELTH "

Slimhelth Vitamin Wafer, as supplied to the Royal Household. Made of Barley, Wheat and Rye. 148 wafers to the pound. Easily masticated and digested by those of all ages. Shortly to be made in this country. Slimhelth Firm is entirely British.

Per Carton (1lb.) **1/4**

NATURE CURE
Homes and Hydros.

HASTINGS. THE KNOWLES HEALTH HYDRO AND DIETETIC ESTABLISHMENT,
"Riposo," St. Helen's Park, Hastings.
The most complete Nature Cure installation in Great Britain.
Hydrotherapy, Sun and Light Treatment, Scientific Dieting, Manipulative Treatment, Schroth and Guelpa Cures, Fasting, Rest Cures.
Telephone: Baldslow 88.

HEREFORD. THE HEREFORD NATURE CURE ESTABLISHMENT,
"Uplands," Aylestone Hill, Hereford.
Principal: GEORGE DONALDSON.

MANCHESTER. NATURE CURE INSTITUTE,
Principal: J. ALLEN PATTREIOUEX, Radiant Heat Specialist.
5 Broadhill Road, Kingsway, Manchester.
Telephone: Heaton Moor 1609.

WATFORD. THE STANBOROUGHS, Hydro and Health Home,
Stanborough Pk., Watford, Herts.
Phone: Watford 5252.

SCHOOLS
where Food Reform Diet is provided.

HEATHFIELD. PINEHURST SCHOOL, Heathfield, Sussex.
Telephone: West Burwash 57.

KING'S LANGLEY. KING'S LANGLEY PRIORY, Co-Educational School, based on the principles of Dr. Rudolph Steiner
King's Langley, Herts.

LETCHWORTH. ST. CHRISTOPHER SCHOOL, Letchworth.
Recognised by the Board of Education.
Boys and Girls to 19 years. New Health Diet.
Particulars from H. LYN HARRIS, M.A., LL.B., Cam.

Diabetic Foods

"ENERGEN" STARCH-REDUCED PRODUCTS.

The undermentioned products are not only essential in the treatment of Diabetes and Obesity, but are useful in Indigestion, which is not infrequently the outcome of an excessive consumption of starchy foods.

ENERGEN products are becoming increasingly popular with those who wish to retain a slim figure, without resort to strenuous and sometimes dangerous methods.

ENERGEN BREADS.

		per box.
Batons, Gluten	(3 per box)	... 1/1
,, ,,	(12 ,,)	... 4/-
,, Wholemeal	(3 ,,)	... 1/1
,, ,,	(12 ,,)	... 4/-
Batonettes ...	(12 ,,)	... 2/-
Rolls ...	(27 ,,)	... 2/-
Loavettes ...	(4 ,,)	... 2/-
Rusks ...	(48 ,,)	... 1/9
Assortment	(for trial)	... 1/-

ENERGEN BISCUITS.

Digestive, Per ½lb. Box 1/-
Per 1lb. Box 1/9

ENERGEN FLOUR.

White, Brown and Self-Raising.

Per 1lb. Carton ... ... 10d.
Per 7lb. Bag 5/-

ENERGEN HEALTH FOODS.

Gluten Tapioca Per Carton ... 10d.
,, Semolina ,, ,, ... 10d.
,, Macaroni ,, ,, ... 10d.

ENERGEN COCOA.

(Starch-reduced), Per Carton ... 1/3

BREAKFAST FOOD.

Bismeal (the Energen Starch-reduced Breakfast Food), ready for use without cooking.

Per 8oz. Carton ... ... 7½d.

"Strength of Wheat, NRG" (the Energen Nutrient Breakfast Food), quickly and easily cooked.

Per 16oz. Carton ... ... 10d.

GRANOVITA GLUTEN BREAD.

Per Box (Six loaves) 2/-
,, (Twelve ,,) 4/-

GRANOVITA GLUTEN BISCUITS.

Per Box 1/9

GRANOVITA GLUTEN MEAL.

Per Carton 1/6

KEILLER'S SUGARLESS MARMALADE

Per Jar 2/3

SCOTT'S GLUTAL BISCUITS.

Per lb (in ¼lb. pkts.) 3/-

(Ask at the counter for other foods suitable for diabetes and obesity).

Fats

MAPLETON'S NUTTER.

Through sheer merit this pure cooking fat is finding its way into ever increasing thousands of households.

NUTTER easily outrivals hog's lard for purity and dependability, being made solely from sound, sweet nut kernels, without the addition of preservatives or chemicals.

NUTTER makes the best cakes and pastry, and is tasteless and odourless in frying.

Ask for full explanatory folder.

Per lb. ... ... 8d.

MAPLETON'S NUTTER SUET

Similar to the above, only harder in consistency. Makes delicious, light, boiled puddings. Can also be used for frying.

Per lb. ... ... 8d.

SEAFOAM MARGARINE.

Entirely vegetarian. Excellent for all cooking purposes, and for table use.

Per lb. 1/-

When Removing to another District, consult the following List of

HEALTH STORES

ABERDEEN.	Aberdeen Health Food Agency, 17 Summer Street, Aberdeen.
BARNSLEY.	Health Food Stores, 28 Market Street, Barnsley.
BELFAST.	Orzone (Ireland), Ltd., 10/12 North Street, Belfast.
BEXHILL.	Health Food Stores, 12a Endwell Road, Bexhill-on-Sea.
BIRMINGHAM.	Winter's Stores, 46/51 City Arcades, Birmingham.
BOURNEMOUTH.	Austyn's Health Stores, 126a Charminster Road, Bournemouth.
BRENTWOOD.	Brentwood Health Centre, Ongar Road, Brentwood.
BRIGHTON.	Health Food Stores, 106 Trafalgar Street, Brighton.
BRIGHTON.	Kirby's Health Stores, 75 Western Road, Hove.
BRISTOL.	Bristol Health Centre, Cotham Hill, Bristol.
CARDIFF.	Orzone (Wales), Ltd., 38/40 Royal Arcade, Cardiff.
CHELTENHAM.	Food Reform Depot, 2 Clarence Street, Cheltenham.
COVENTRY.	Winter's Stores, 5 Smithford Street, Coventry.
CROYDON.	Pure Food Co., Ltd., 100 High Street, Croydon.
DARWEN.	Health Food Stores, 29 Bolton Road, Darwen.
EDINBURGH.	Russell's Health Food Stores, 48 Pitt Street, Edinburgh.
FOLKESTONE.	Folkestone Health Centre, 14 Cheriton Place, Folkestone.

Flavourings

MAPLETON'S ONION POWDER.

For soups, savouries, etc.

Per Tin ... ... **3d. and 1/10**

MARMITE.

A pure, vegetable and yeast extract, invaluable in the kitchen for flavouring savouries, soups, sauces, etc. Makes excellent sandwiches. Rich in Vitamin B.

Per Jar ... **6d, 10d., 1/6, 2/6, 4/6**

(The larger sizes show a substantial saving).

"PITMAN" CELERY SALT.

Combines the flavour and medicinal properties of fresh Celery with the muscle and flesh forming elements of pure Casein. Can be used with benefit instead of table salt, and for all cooking purposes.

Per Tin ... ... **3d.**

Fruit and Nut Confectionery

Most sweets consist chiefly of refined white sugar, and are deficient in essential food elements. They are responsible for much ill-health, especially adversely affecting the teeth. The following natural-food sweets are made exclusively from highest quality ingredients, such as sun-dried fruits and sweet nut kernels, and are of the greatest benefit to the health of both children and adults.

They are extraordinarily useful pocket foods for travelling, walking, cycling, golfing, etc., and many feats of endurance have been performed with their help.

ARCADIAN MEDLEYS.

Instant success has been achieved with this new idea in fruit and nut comestibles. Sun-dried fruits in a whole, or nearly whole, condition, blended with whole sweet nut kernels and special flavourings derived from whole-food substances (such as vanilla pod)—these are pressed into cakes and wrapped in transparent material. Not only are the Arcadian Medleys delightful items for all ordinary and specially festive meals, but they have a texture, flavour and character quite different from everything else of the kind.

No. 1. Fig, Vanilla and Brazil.

No. 2. Apricot, Almond and Honey.

No. 3. Ginger, Lemon and Brazil.

No. 4. Peach, Sultana and Cashew.

Each, per packet ... ... **10½d.**

CREAM O' NUTS.

A pioneer among nut foods, and still a favourite with thousands. For full description see page 22.

Per Carton ... ... **10d.**

"GOOD HEALTH" FRUIT AND NUT CAKES.

Peach and Brazil. Apricot and Brazil. Plum and Brazil. Date, Lemon and Nut. Date, Orange and Nut. Banana and Nut. Ginger Fruit. Mixed Fruits and Nuts.

Per Packet ... ... **6d.**

"GOOD HEALTH" FRUITLETS.

Similar to above, only in pocket size.

Each ... ... **2d.**

"GOOD HEALTH" FRUIT MARZIPAN.

Made from the choicest ground sweet almonds, with the addition of plump seedless raisins and chopped nuts. A truly delicious quality confection.

Per ¼lb Bar ... ... **6d.**

MAPLETON'S FRUITARIAN CAKES.

Fruits and Nuts thoroughly macerated and pressed into sustaining "cakes" which can be used in a variety of ways, either alone, or cut into thin slices to replace jam in dainty sandwiches for any meal. See that they are included in your children's school tuck boxes. Ask for full explanatory folder.

Made in the following varieties :— Banana and Nut. Date, Lemon and Nut. Date, Orange and Nut. Fig and Nut. Date, Ginger and Nut.

HEALTH STORES

GLOUCESTER.	Gloucester Food Reform Depot, 5/7 College Street, Gloucester.
GUILDFORD.	Guildford Health Centre, Onslow Street, Guildford.
HARROW.	Pure Food Stores, 41 College Road Harrow.
HARROW (South).	Jewell Health Food Stores, 288A Northolt Road, South Harrow.
HUDDERSFIELD.	Kearsley's Health Food Stores, 13 Queen Street, Huddersfield.
HUDDERSFIELD.	Dean's Health Food Stores, 34 Trinity Street, and Upper Market Hall, Huddersfield.
ILFORD.	Health Food Stores, 71 Ilford Lane, Ilford.
KINGSTON.	Health Food Stores, 49 Fife Road, Kingston-on-Thames.
LEICESTER.	Golden Health Food Stores, 65 Granby Street, Leicester.
LEIGH-ON-SEA.	Broadway Health Food Stores, 92 The Broadway, Leigh-on-Sea.
LETCHWORTH.	The Radnage Agency, 13 The Arcade, Letchworth Garden City.
LIVERPOOL.	Liverpool Health Food Co., 54 Whitechapel, Liverpool.
LONDON, E.C.	The Orzone Co., 21 Ludgate Hill, London, E.C. 4.
LONDON, N.	The Finchley Health Centre, 14 The Promenade, Church End, Finchley, N. 3.
LONDON, N.	Musson's Health Food Stores, 19 Stroud Green Road, Finsbury Park, N. 4.
LONDON, N.W.	Health Food Stores and Herbalist, 445 High Road, Willesden, London, N.W.
LONDON S.E.	Cabin Health Food Supply, 7 Loampit Vale, Lewisham Obelisk, S.E. 13.
LONDON, S.W.	Health Food Stores, 803 Fulham Road, London, S.W. 6.
LONDON, S.W.	Better Health Stores, 96 Earl's Court Road, London, S.W.
LONDON, W.	Gathered Sunshine Stores and Cafe, 137 Church Street, Kensington, W. 8.

Date and Nut. Date and Almond. Date and Walnut. Date and Hazel. Date and Raspberry. Apple and Clove. Nectarine and Nut. Dessert Fruits. Brazil and Fruit. Apricot and Nut. Apricot and Plum. Muscatel and Almond. Pear and Cherry. Nectarine, Banana and Almond.

Each, per Carton ... **3½d. and 6d.**

Also with nut-cream fillings :—

Nutolate, Marzipan, Cocoanut, Chocolate, Lemon, Blackcurrant, Raspberry, Vanilla, Cherry, and Orange "Sandwiches."

Each, per Carton ... **3½d. and 6d.**

MAPLETON'S SANDWICH DAINTIES.

Similar to the above, only in miniature size.

Each ... ... **2d.**

Per Box of twenty-seven **4/6**

MAPLETON'S SLAB CAKES.

Large size Fruitarian Cakes for family use. Weight about 1lb. each. Nine kinds :—

Nutolate, Marzipan, Raspberry, Almond Chocolate, Lemoncream, and Cocoanut "Sandwiches." Dessert Fruit. Brazil and Fruit.

Each, per Slab ... ... **11d.**

MAPLETON'S POCKET PACKETS.

Pressed Stoned Dates and Almonds.
Each ... ... **2d.**

Minced Figs and Almonds
Each ... ... **2d.**

Brazil and Fruit Bars
Each ... ... **2d.**

Nutolate Crispits
Each ... ... **1d.**

"NUTONA" FRUIT CREAM SANDWICHES.

Purest fruits and nuts blended into choice, health-giving confections, which may be eaten alone, or cut into thin slices to form a filling for wholemeal sandwiches. These cakes contain a filling of pure nut cream, flavoured with fruit and other pure essences, and are obtainable in the following flavours :—
Chocolate, Cocoanut, Nut-cream, Raspberry and Sicilian.

Per Cake ... ... **3d., 6d. and 11d.**

SYLVANUT.

One of the most delightful nut foods yet achived. Not over sweet, it has a truly aristocratic flavour and quality. The high percentage of Pignolia Kernels gives it great nutritive value. Packed in dainty cartons, and ready to eat at once. Will give body-building value to a fruit or salad meal.

Per Carton ... ... **7½d. and 1/2**

Fruits (Dried)

Sun-dried fruits are a very valuable food, exceptionally rich in natural organic sugar, and should be prepared without the addition of commercial sugar.

Food Reformers have for many years advocated the greater use of sun-dried fruits instead of tinned and bottled fruits, which are prepared with refined sugar, and have had vital elements destroyed or impaired by heat.

Health Stores specialise in sun-dried fruits, and stock only the *highest grade* Apricots, Bananas, Currants, Dates, Figs, Muscatels, Peaches, Prunes, Raisins, Sultanas, etc.

Prices on application.

Heinz Foods

MACARONI IN CREAM SAUCE WITH CHEESE.

Per Tin ... ... **6d. and 10½d.**

SPAGHETTI IN TOMATO SAUCE WITH CHEESE.

Per Tin ... **4d., 5½d. and 8½d.**

VEGETARIAN BAKED BEANS IN TOMATO SAUCE.

Per Tin ... ... **3d., 3½d. and 6d.**

HEALTH STORES

LONDON, W.	THE HEALTH CENTRE, 70 Welbeck Street, London, W. 1.
LOWESTOFT.	LOWESTOFT HEALTH FOOD STORES, 13 London Road, North (near the Bridge), Lowestoft.
MANCHESTER.	VEGETARIAN SOCIETY'S HEALTH FOOD STORES, 39 Wilmslow Road, Rusholme, Manchester.
NEWCASTLE.	BELL & REAY, Ltd., 26 Cloth Market, Newcastle-on-Tyne.
NORWICH.	HEALTH FOOD STORES, 8 White Lion Street, Norwich.
NOTTINGHAM.	MIDLAND HEALTH INSTITUTE, 8 Elm Avenue, Mansfield Road, Nottingham.
NOTTINGHAM.	SAVOY HEALTH FOOD STORES, Exchange Walk, Nottingham.
PLYMOUTH.	FOOD REFORM DEPOT, 8 Tavistock Road, Plymouth.
READING.	HEALTH FOOD STORES, 37 Minster Street, Reading.
ROCHESTER.	ROCHESTER HEALTH FOOD STORES AND CAFE, 76 High Street, Rochester.
RYDE, I.O.W.	HEALTH FOOD STORES, 103 High Street, Ryde, I.O.W.
SOUTHEND.	HEALTH FOOD STORES, 21 Cliff Town Road, Southend-on-Sea.
STROUD.	SUNSHINE HEALTH STORES, 24 George Street, Stroud.
TUNBRIDGE WELLS.	PREMIER HEALTH FOOD STORES, 25 Grove Hill Road, Tunbridge Wells.
WALSALL.	WINTER'S STORES, Bridge Street, Walsall.
WATFORD.	KIRBY'S HEALTH STORES, 103 The Parade, High Street, Watford.
WESTCLIFF.	LUSTY'S HEALTH STORES, 278 London Road, Westcliff-on-Sea.
WESTON-SUPER-MARE.	WESTERN HEALTH FOOD STORES, 28 Boulevard, Weston-Super-Mare.
WOLVER-HAMPTON.	WINTER'S STORES, 38 Central Arcades, and 6 Dudley Street, Wolverhampton.
WORTHING.	WORTHING HEALTH FOOD STORES, 13 Railway Approach, Worthing.

Honey

Honey is a very valuable food, and is welcome alike for its delicious flavour and healing properties. As a sweetening agent it is far preferable to refined sugar, since it contains the essential organic salts lacking in the latter.

EAT MORE HONEY—THE FOOD FROM FRAGRANT FLOWERS—AND GET THE FINEST FROM YOUR HEALTH STORE.

A wide range of choicest English, Californian, Jamaica and New Zealand varieties always in stock.

Prices on application.

Laxative Foods

H.A.S. NOVONA.

The popular dessert-laxative, made from ripe black olives, creamed Brazil nuts, and other pure fruit correctives. One or two eaten at a meal are sufficient in most cases.

NOVONA is excellent for children, who enjoy the dainty caramels as much as sweets.

Per Carton (eighteen caramels) ... **1/3**

"PITMAN" CLEANED BRAN.

Washed and prepared for Bran Tea, etc. Made from finest English Wheat. The high cellulose content of bran renders it invaluable in all cases of intestinal stasis brought about by the use of concentrated foods.

Per large Packet ... ... **7d.**

"PITMAN" BLACK SPANISH FIGS.

Specially grown under medical supervision in Spain, and sent to this country in hermetically sealed tins, which preserve all the unique medicinal properties of this valuable fruit.

Per lb. **1/2.** Per 2lb. Tin **2/4**

"PITMAN" SYRUP OF BLACK FIGS.

Absolutely pure. Free from senna, and all adulterants.

Per Bottle **1/3**

BRAN BISCUITS and PLACE-O-BRED BISCUITS (See page 5).

FIG AND BRAN, ALL-BRAN and "PITMAN" LAXATIVE BREAKFAST FOOD. (See pages 7 and 9).

CREAM O' NUTS. (See page 22).

DRIED FRUITS. (See page 17).

FRUIT AND NUT CAKES. (See pages 15 and 17).

MILLED NUTS. (See page 20).

CRISPBREAD. (See page 11).

For other Laxative Foods, see under Remedial Foods (page 23). See also Remedial Herbs (page 29).

We also strongly recommend the study of the following books, which indicate the best foods for the correction of constipation :—

"Constipation" (Saxon) ... ... **6d.**

"Constipation" (Lucas) **1/-**

Macaroni

"MONTE ROSA" WHOLEMEAL MACARONI.

The proprietors of "Monte Rosa" Wholemeal Macaroni are to be congratulated on the final success of their endeavours—covering several years' patient research, and involving much personal sacrifice—which enabled them to introduce this valuable food.

MONTE ROSA 100% WHOLEMEAL MACARONI meets all the requirements of modern dietetic science, and fulfils a long-felt want. Imitations have already appeared on the market, but "MONTE ROSA" is the original and genuine 100% WHOLEMEAL MACARONI.

Use instead of ordinary white macaroni for all purposes.

Per Packet ... ... **9d.**

Nut Butters

MAPLETON'S NUT CREAM BUTTERS.

These butters are more nourishing than dairy butter, since they contain a proportion of protein and no water. They also contain the Fat-soluble, Ricket-preventing Vitamins, as reported by the Joint Committee of the Government and Royal Society.

NUT BUTTERS are an adequate substitute for dairy butter, and a pleasing addition to the diet. They are made in several varieties, each of which retains the distinctive flavour of the nut from which it is prepared.

Brazil Butter,	... ... per lb	**1/3**
Cocoanut Butter	... ... ,,	**1/-**
Pine Kernel Butter	... ,,	**1/3**
Walnut Butter	... ... ,,	**1/2**

In half-pound packets, 1d. per pound extra.

PEANUT BUTTER.

Per Jar **1/-**

Nut Kernels

Nuts supply an abundance of protein, and are superior to flesh-meat in food value.

BARCELONA KERNELS.

These little nuts, belonging to the same family as the cob and the filbert, have a distinctive flavour which makes them particularly useful for cake making and other culinary purposes. They are rich in heat-producing elements

Per lb **1/6**

BRAZIL KERNELS.

The popularity of these nuts is fully justified by both flavour and food value. Brazils are extraordinarily rich in sweet oil, and have a good percentage of protein.

Per lb. **2/3**

CASHEW KERNELS.

These nuts resemble the chestnut in flavour and consistency, and are sold ready blanched and roasted. They are chiefly valuable for their heat and energy giving properties.

Per lb. **1/7**

JORDAN ALMONDS.

Chiefly valuable for their high proportion of body-building elements.

Per lb. **2/6**

PINE KERNELS.

A staple article in the diet of the food reformer. These meaty little nuts are extremely popular both on account of their distinctive flavour and high food value. They are rich in proteids and fats, and are easily digested.

Per lb. **2/2**

WALNUT HALVES.

These delicious nuts are very rich in fats and oils.

Per lb. **2/6**

MIXED KERNELS.

A choice mixture of the above mentioned kernels, without peanuts.

Per lb. **2/4**

Nuts (Milled)

Milled Nuts form a delicious, flaky meal, which can be used in a multitude of ways—as the basis of meatless savouries, roasts, sandwich pastes, etc., and for sprinkling over green or fruit salads, ices, trifles, sundaes, etc.

MILLED NUTS are essential to those with defective teeth, since they are easily masticated and digested.

All the nuts listed above can be supplied "milled" at twopence per pound extra, or they can be milled at home in a NUT MILL (see page 30).

Oil

OLIVE OIL.

Olive Oil is a wonderful body-builder, lubricant and preservative, and is particularly valuable to those living upon a low protein diet. As a nerve food it is unequalled, and for invalids and delicate children it stands supreme.

It is important, however, to buy only that which carries a guarantee of absolute purity, as it is well known that much of the salad oil commonly sold as "olive oil" is adulterated with lower grade oils without remedial value.

It has to be remembered, too, that there are several GRADES of olive oil. It is the FIRST COLD PRESSING of the olives which alone yields the choicest and most beneficial oil.

HEALTH STORES are becoming widely known for the quality of their Olive Oil, which is specially imported for them under guarantee from the actual producers in France and Italy, and is GUARANTEED TO BE FROM THE FIRST COLD PRESSING OF THE CHOICEST OLIVES ONLY.

OLIVE OIL is sold in bottles and screw-capped, lacquered tins. Since light has a deleterious effect upon pure oil, the tins are the best containers possible. The oil should be decanted as required.

Imperial Quart Tin ...	... **3/4**
,, Half-gallon Tin ...	... **6/-**
,, Gallon Tin ...	...**11/-**
Bottles	

SYLVAN OIL.

Thousands of people who needed oil, but disliked, or could not easily tolerate even the best olive oil, have during the past nine years enjoyed SYLVAN OIL.

It is Edgar J. Saxon's blend of five choice oils from nuts and soya, and its fine golden colour symbolises its delicate flavour and golden virtues.

SYLVAN OIL promotes normal functioning, easy energy and bodily flexibility.

Standard Sizes :—

Bottles	... **1/6**
Imperial Pint Can ...	... **3/3**
,, Quart Can ...	... **6/-**
,, Gallon Can ...	**19/6**

NUT OIL.

For cooking

Imperial Quart Can ...	... **2/8**

Preserves

"WYE VALLEY" JAM.

Raisin and Brazil. Raisin and Pine. Raisin and Almond. Raisin and Walnut.

Per 1lb. Jar	... **1/-**

Proteid Foods

Instead of Meat & Fish

Meat contains toxins and animal waste-products which are a factor in the causation of a number of complaints, such as high blood pressure, kidney diseases, rheumatism, Bright's disease, gout, etc.

A diet consisting of fresh fruits and vegetables, supplemented with whole-grain cereals, pulses, legumes, nuts, eggs, cheese, and any of the undermentioned manufactured foods, will be found sufficient for the maintenance of health and strength under all conditions.

"EMPROTE"

Eustace Miles world-famed body-building proteid food which has enabled thousands to change successfully to a non-flesh diet.

The analysis from the scientific laboratory of "Popular Science Siftings" reveals the following wonderfully

high food values of this convenient food :—

	Per cent.
Proteid (Body-building and Tissue-repairing Factors)	38.85
Pure Fat (not from Flesh Foods)	9.30
Natural Organic Salts ...	6.95
Carbohydrates (for Fat, Heat and Energy) ...	36.25
Water	8.65
	100.00

Per Tin, ¼lb., **9d.**; ½lb, **1/6**
Per Tin, 1lb., **3/-**; 4lbs., **11/-**

" GRANOSE " NUT MEATS.

These preparations, the result of careful dietetic research, adequately replace flesh foods. They are composed of a scientific combination of nuts and cereals. Laboratory and practical tests prove them to contain rich sources of energising and vitalising food elements.

They are entirely free from bacterial deterioration and animal poisons, and contain 25% more food value, nine times as much food lime, and twice as much iron as the best beef steak.

"GRANOSE" NUT MEATS are ready to serve direct from the tin, but can also be cooked in all the different ways in which flesh meat is ordinarily prepared.

" Protose "	Per Tin	**6d., 1/-,**	**1/8**
" Nuttose "	,,	**6d., 11d.**	**1/7**
" Nuttolene "	,,	**6d., 11d.**	**1/7**
" Nut Brawn "	,,	**6d., 10d.**	**1/6**
(Glass Moulds, 1lb.)	...	...	**1/9**
" Granutose "	Per Tin	**8d., 1/2,**	**1/10**

" PITMAN " NUT MEATS.

These Nut Meats are made to the recipes of the late Dr. George Black, of Torquay, and enjoy an ever increasing sale amongst those who adopt " the better way " in diet. They are an adequate substitute for flesh-foods, to which, indeed, they are vastly superior both from the point of view of purity and food value.

" PITMAN " NUT MEAT BRAWN.

An ideal addition to the salad meal. Excellent also for sandwiches. Ready to serve straight from the tin.

Per Tin ... ... **6d. and 11d.**

" PITMAN " NUTO CREAM MEAT.

Designed to replace chicken, which it closely resembles in consistency and flavour.

Per Tin ... ... **6d. and 11d.**

" NU-ERA " CREAM O' NUTS.

Cream o' Nuts is as nice as nuts "straight from the shell," because it is made direct from FRESH, SWEET NUT KERNELS, without any cooking whatever.

If taken regularly in conjunction with salads and fine wholemeal bread or biscuits, this delicious food tends to keep the system thoroughly well nourished and free from constipation.

CREAM O' NUTS is prepared from the best kinds of nuts, including Pignolia Pine, Almond, Walnut and Hazel, and CONTAINS NO PEA-NUTS.

It constitutes one of the most compact, nourishing, digestible and delicious Nut Foods obtainable. It is uncooked and needs no cooking.

CREAM O' NUTS is excellent with fresh fruit or fruit salad, or served with dried fruits, such as dates, figs, etc. Owing to its high nutritive value, two or three times that of meat or fish, two or four ounces are usually found sufficient for the nourishing part of a meal.

Per Carton ... ... **10d.**

" NUTONA " SAVOURY ROLL.

An excellent and well-established savoury food to replace meat or cheese. It requires no preparation, and is just the thing for a quick lunch with salad or tomatoes. Highly nourishing and sustaining.

Per Carton ... **7½d. and 1/6**

SALARAD CHEESE.

Entirely novel and delightful. Prepared from Pignolia Kernels—the most digestible of all nuts—the wonderful Soya Bean, and flavoury vegetables. From the point of view of scientific dietetics, this is a remarkably fine product, while the flavour is very delicate.

Per Carton **1/-**

SYLVAN SAVOURY.

A tasty and nutritious ready-to-eat luncheon entree that meets a very common need in these days when everything that saves kitchen labour and fuel is doubly welcome. It cuts easily in slices, either for sandwiches, or for serving with lettuce or any kind of vegetable salad.

Per Carton ... ... **7½d. and 1/6**

CLARK'S BAKED BEANS.

Made in Canada. Delicious, nutritious, economical and convenient. A meal in a mouthful!

Per Tin (18ozs.) ... ... **6d.**

Pulses and Legumes

Highest quality Butter Beans, Haricot Beans (White and Brown), Lentils (Red and Green), Split Peas, Peanuts, etc., at market prices.

Remedial Foods

BEMAX.

The well-known vitamin food.

Per Tin ... **1/6, 2/6 and 4/6**

MAPLETON'S OLIVE OIL AND MALT EXTRACT.

Per Jar ... ... **1/6 and 2/11**

ROBINSON'S PATENT BARLEY.

Per Tin ... ... **8½d.**

SUNTONA WHOLEMEAL SLIPPERY ELM FOOD.

A widely known remedy for all gastric and digestive troubles, combining the therapeutic properties of Slippery Elm with the laxative elements of purest stone-ground wholemeal.

Acts as an internal poultice in all inflammatory conditions. An excellent food for children and invalids. Athletes train on it.

Cartons, Sample, **6d.**; ½lb., **1/1**
Tins, 1lb., **2/-**; 3lbs., **5/9**

DR. THOMPSON'S SLIPPERY ELM FOOD.

Per Tin ... ... **9d. and 2/-**

For other Remedial Foods, see under Fruit Juices (page 27), Diabetic Foods (page 13), and Laxative Foods (page 19). See also Remedial Herbs (page 29).

Rissole Mixtures

"GOOD HEALTH" RISSOLE POWDER.

Made from the finest ingredients obtainable, and containing all that is necessary to replace flesh meat. Free gift of "covering powder" accompanies each packet.

Per Packet ... ... **6d. and 1/8**

MAPLETON'S MAPLEMEAT.

A scientifically complete and perfect food, containing all the food elements which give meat its distinctive value. Should be used sparingly, on account of its very high nutritive value.

Makes attractive Rissoles, Roasts, Savouries, etc.

Per Packet ¼lb., **5d.**; 1lb., **1/6**

MAPLETON'S SAVORMIX.

The latest Mapleton product for preparing dainty meatless savoury dishes of all kinds. Exceptional quality and flavour.

Per Packet, ¼lb, **6½d.**; 1lb., **2/-**

"NUTONA" RISSOLE POWDER.

A popular and well-tested preparation for the easy making of vegetarian Rissoles, Cutlets, Roasts, etc. Recipes on the packet.

Per Packet, small, **6d.**; 1lb., **1/6**

Salad Dressings

"GOLD STANDARD" MAYONNAISE.

Prepared to a special recipe, with fresh eggs, pure oil and lemon juice, with just a small proportion of white vinegar to keep it.

Per Jar **1/2**

HEINZ SALAD CREAM.

Per Jar ... ... **6d. and 10d.**

HELLMAN'S MAYONNAISE.

Per Jar ... ... **5½d. and 1/-**

Sandwich Pastes

BRAZILIAN PASTE.

Made from the "king of nuts," deliciously flavoured with pure vegetable essences. A welcome addition to the table at any meal.

Per Carton ... ... **7½d.**

PINE KERNEL PASTE.

Similar to the above, only with a base of Pine Kernels.

Per Carton ... ... **7½d.**

SYLVAN SANDWICH PASTES.

Appetising and genuinely nutritious nut pastes to replace potted fish and meat pastes. Make dainty and delightful sandwiches with cress or tomatoes. Two varieties:—
Savoury and Walnut

Per Carton ... ... **6½d.**

Soups

EUSTACE MILES BODY-BUILDING SOUP POWDERS.

These Soup Powders contain no meat-extract. They are highly nourishing, since they contain the proteid food "Emprote." Made without trouble with the addition of hot water or milk, or—better still—with pure vegetable stock. Useful also for thickening gravies, and in Savoury dishes.

Varieties:—Onion Cream, Savoury, Blended, Pea and Mint, Mulligatawny, Lentil and Onion, Celery Cream, Spinach Cream.

Per Carton ... ... **4½d.**

"PITMAN" VEGSAL SOUPS.

Scientifically manufactured from the choicest and most nutritious products of the vegetable kingdom, together with the organic salts preserved in the Vegsal preparations, as made at the suggestion of—and according to the instructions of—Dr. George Black.

The solids, rich in vitamins, contain nearly 100% of nutriment, composed chiefly of solid vegetable proteids, converted starch, and emulsified fats.

Invaluable both for mental and physical workers, and in all cases of anaemia, consumption, nervous debility and over work. Delicious in flavour, easily digested, and far superior to animal soups, beef tea, etc.

Eight Varieties:—Green Pea, Lentil, Mulligatawny, Nutmarto, Mushroom, Brown Haricot, Celery and Spinach
Per Packet, **3d.**; Per 1lb Tin, **1/8**

"PITMAN" NUTO CREAM SOUP.

Per Tin (small), **6d.**; Per 1lb. Tin, **3/-**

HEINZ SOUPS.

Cream of Celery, Cream of Green Pea, Tomato Cream.

Per Tin ... ... **6d. and 9d.**

Cream of Asparagus.

Per Tin ... ... **7½d. and 10½d.**

Soyolk

(SOYA BEAN FLOUR).
Per 1lb. Carton **1/-**

Sugar

BARBADOS SUGAR.

Genuine, unbleached, unrefined sugar should always replace white sugar in the food-reform household.

OLD - FASHIONED BARBADOS SUGAR has a fine, full flavour, and is as close as one can get to the sugar cane in this country.

Per lb. ... ...**4¼d.**

Sundries

AGAR-AGAR.

For making vegetarian jellies.
Per Packet ... ... **8d.**

CERTO.

Made from pure pectin, the concentrated jellying substance of fruits. Sets jams in one minute, giving better colour, flavour and food value. Full instructions and recipes with every bottle.

Per Bottle **1/6**

GELOZONE.

A pure and highly concentrated preparation, containing the whole of the natural health-giving Iodine, Pectin, Protein and other valuable constituents of Carragheen, or Irish Moss, which has been known and appreciated for its health giving properties and culinary uses for centuries.

GELOZONE can be used for sweets or savouries. It is excellent for sponges, junkets, blancmanges, etc., and for thickening soups and sauces.

Per Tin ... **1/-, 1/9 and 3/3**

GELOZONE CHOCOLATE.

For hot Chocolate, or Chocolate Mould.

Per Tin, ½lb., **1/3**; 1lb., **2/3**

Treacle

Old-fashioned Black Treacle.

Per Tin ... ... **5½d. and 9½d.**

Buying the Best is Real Economy— You Cannot Afford Inferior Foods!

2—BEVERAGES

Cocoa

BLAKE'S PURE SOLUBLE COCOA ESSENCE.

This Cocoa Essence is of the choicest quality, and is prepared from the finest Cocoa Beans grown in the Equatorial Regions of Central and South America. By a special and newly invented process, the Cocoa Beans are converted into a soluble powder, the fatty portions being reduced by hydraulic pressure, rendering the beverage exceptionally digestible.

BLAKE'S COCOA ESSENCE is absolutely pure, full of flesh-forming substances, and suitable alike for the robust, the ailing, and for children. Specially prepared for Mr. E. W. Blake, the well-known Dietist and Manipulative Surgeon, this cocoa is a staple article of diet amongst his very large clientele. It is very strongly recommended.

Per Tin ... ... **7d. and 1/1½d.**

Coffees

H.A.G. COFFEE.

This is a blend of the very finest coffees grown on the high altitude plantations of Java, Central and South America. It has had at least 97% of its caffein extracted, and has, therefore, not the slightest harmful effect on the heart, nerves and digestion.

H.A.G. COFFEE is vacuum packed to protect it from the detrimental influences of light, air and dampness, and to completely preserve the delicious aromatic substances of the freshly roasted berries.

Per Tin (Berry or Ground)
One size only ... **1/6**

WALLACE P.R. COFFEE

A high-class blend of choice selected coffees, including Mocha, guaranteed free from any adulteration. The PALE ROASTING PROCESS employed at the P.R. Factory exerts an important influence upon the degree to which harmful bodies such as CAFFEINE are formed or liberated in the coffee.

P.R. COFFEE is strongly recommended for flavour and aroma, and is sold in hermetically sealed tins.

Per Tin ... ... **1/6 and 2/10**

Coffee Substitutes

Dr. THOMPSON'S DANDELION COFFEE.

A natural beverage which exercises a stimulating influence over the whole system by promoting healthy functioning of Liver, Kidneys and Bowels. Of great benefit to dyspeptics, and to all who wish to maintain and improve health and vitality by strengthening the digestion.

DANDELION COFFEE is made from selected Dandelion Root only, but closely resembles the choicest coffee in flavour.

Per Tin ... **1/-, 1/9 and 3/-**

"PITMAN" PURE DANDELION COFFEE ESSENCE.

An approved beverage for all. Combines the medicinal properties of Dandelion with the refreshing flavour of Coffee. Made instantly in the cup, with the addition of hot water and milk or cream.

Per Bottle ... **4½d., 9½d. and 1/2**

INSTANT POSTUM.

Made solely from whole wheat and bran roasted with a small portion of sugar cane molasses. A delicious and wholesome drink for young and old. Easily and quickly prepared.

Per Tin (Enough for 45 cups) ... **1/7**
,, ,, ,, 90 ,, ... **2/8**

Food Beverages

EMPROTE.

The well-known Eustace Miles preparation with tonic, nutrient and remedial properties.

EMPROTE is a pure, pleasant, concentrated powder, which can be made into a sustaining beverage with or without the addition of milk, and is the best food for muscle, brain, nerves, and general fitness and efficiency. Uric acid free. Splendid for invalids. Ask for special free descriptive booklet.

Per Tin ... **9d., 1/6, 3/- and 11/-**

HORLICK'S MALTED MILK.

Per Bottle ... ... **2/- and 3/6**

MIRIAM'S FOOD.

Per Tin ... ... **2/- and 3/6**

OVALTINE.

The energy and health promoting elements of three of Nature's most nutritious foods—malt, creamy milk and eggs—scientifically concentrated into a delicious food beverage.

"OVALTINE" is rich in the nourishment needed by brain, nerves and body, and is one of the most easily digested and completely assimilated of all foods. A delightful and easily prepared beverage for any meal.

"OVALTINE" is an excellent "Good-Night" beverage—it induces deep, restful slumber.

Per Tin ... **1/1, 1/10 and 3/3**

Fruit Juices

"MISSION" FRUIT JUICES.

The exclusive process of bottling Mission Citrus Fruit Juices right at the California groves not only ensures greater health and nutritive values, but also makes possible that delicious taste which appeals so strongly to both young and old.

MISSION has the tang and aroma of freshly cut fruit, and is prized throughout the world, not only for these delightful qualities, but for its valuable health properties.

MISSION LEMON, ORANGE or GRAPEFRUIT.

Per Decanter **2/3**

MOSTELLE.

Unfermented Spanish Grape Juice. Invaluable in anaemia, neurasthenia, convalescence and all run-down conditions. An ideal drink for abstainer and epicure.

"Red," per Bottle ... **1/10 and 3/-**

"Golden," per Bottle **2/- and 3/3**

PURITY BRAND LEMON JUICE.

Pure, unfermented Lemon Juice, without the addition of acids, water or harmful preservatives.

PURITY BRAND LEMON JUICE is pressed from Sicilian fruit which the sun has brought to perfect maturity on the trees. The process is carried out beside the orchards, and the juice is then brought to this country, where it is gaining ever-increasing recognition and appreciation.

PURITY BRAND LEMON JUICE is the best for medicinal, table and culinary use.

Per Bottle ... **1/-, 1/8 and 3/-**

Per Gallon Jar **12/-**

WELCH'S GRAPE JUICE.

The pure, unfermented juice of purple Concord Grapes, free from preservatives, colouring matter and alcohol. Contains valuable and invigorating tonic properties, is rich in mineral salts, and is of extreme value in all deficiency diseases.

Per Bottle ... ... **1/10 and 3/6**

Savoury Drinks

E.M. SAVOURY FOOD.

Per Carton ... ... **9d. and 3/-**

MARMITE.

(See page 15).

Per Jar ... **6d., 10d., 1/6, 2/6, 4/6**

NU-VIGOR.

A delicious vegetable savoury food beverage, instantly prepared with the addition of hot water. Strongly recommended for nerves, sleeplessness and general use.

NU-VIGOR is infinitely preferable to beef-tea, meat-extracts, etc. Suitable alike for young and old, weak and strong.

Per Tin ... **1/-, 1/10 and 3/6**

(For other savoury drinks, see under Soups, page 24).

Teas

ARGENTINE TEA (YERBA MATE) "GAUCHO" BRAND.

Yerba Mate, "Gaucho" Brand—as supplied to the Prince of Wales—is a refreshing, invigorating drink, closely resembling good China Tea in flavour, and is recommended in cases of Rheumatism, Insomnia, Neuritis, Indigestion, etc.

Per lb., **3/-**; ½lb., **1/6**; ¼lb., **9d.**

UNIVERSAL DIGESTIVE TEA.

This tea consists of selected, high-grade teas, carefully blended and specially prepared so that the deleterious action of the tannin is completely nullified. This is effected without loss of flavour or aroma.

UNIVERSAL DIGESTIVE TEA is permitted by physicians when all other teas are forbidden, and even those of weak digestion are thus able to enjoy this refreshing drink in the full assurance that it will not interfere with normal digestion.

Ceylon Blends, from **2/6** per lb.

China Blend, **3/4** per lb.

A Natural Diet is the Firm Foundation of Lasting Health!

3—REMEDIAL HERBS

N.A.H.S. Herbs

Crude, inorganic, chemical substances cannot be assimilated by the system, and drugs, consequently, have no place in the modern science of Natural Healing.

Herbs, however, in conjunction with suitable natural treatment, have long been recognised as a valuable aid to the removal of pathological conditions, and, unlike powerful suppressive drugs, are harmless in use.

The undermentioned Herbs are specially packed for the National Association of Health Stores, and are ready blended for the alleviation of many common complaints.

They are taken in the form of a tea, which is easily made in accordance with the directions given on the packets.

Constipation. Indigestion. Piles. Rheumatism. Neuritis. Gallstones and Jaundice. Catarrh. Liver and Kidney. Stomach and Liver. Cough and Lung. Anaemia. Neuralgia and Nervine. Kidney. Female Corrective. Camomile or Bitter Tonic. Blood Purifying.

Each, per Packet ... ... **9d.**

Natex

(ANABOLIC FOOD PRODUCTS).

Concentrated vegetables and herbs in capsule form for remedial use.

Ask for special explanatory folder giving detailed descriptions of these potent, natural remedies.

Per Box ... ... **2/-, 5/6 and 9/-**

Innerclean

Devised by Professor Arnold Ehret, author of "The Mucusless Diet Healing System," these herbs have an ever growing sale which testifies to their efficacy.

INNERCLEAN is one of the surest and safest of all herbal aperients, and radically cleanses the entire digestive tract.

No preparation of any kind is required, the herbs being taken dry with the food.

Per Carton, **2/6**; Sample, **2d.**

Naturopathic Tonic

NATUROPATHIC TONIC—Eric F. W. Powell's Natural Medicine—is used and recommended by prominent Nature Cure Practitioners in Great Britain and America. This fact alone proves that it is a harmless and potent remedial aid.

Mr. Eric Powell has a wide reputation as a skilful blender of botanical remedial agents. He has been consulted by professional healers, both in this country and in America, seeking advice on the curative properties of herbs and the advisability of using certain formulae in various disorders

His experience and ability are found at their best in NATUROPATHIC TONIC, which is the best proved remedy for general weakness, systemic poisoning, digestive disorders, rheumatic complaints, catarrhal conditions, glandular defects, nervous troubles, etc.

Per Carton, **2/6**; By post, **2/9**

4—PURE TOILET SOAPS

McClinton's Colleen Soap

Made from the ash of plants and vegetable oils only. Free from deleterious chemical alkalies. Strongly recommended by Professor Kirk of Edinburgh for the skin. Fragrant and refreshing.

Per Tablet ... ... **6d.**
Box of three Tablets **1/6**

Ciola Soap

Contains salutary plant-balsams and herbal essences. Invaluable in skin troubles, and for washing the hair.

Per Tablet **1/-**
Box of Three Tablets **2/9**

Grant's Cocoanut Oil Shampoo Soap

Gives a wonderful lather, and imparts lustre and brilliance to the dullest hair.

Exceptionally economical, too, for a single tablet yields many refreshing and pleasing shampoos.

Per Tablet ... ... **6d.**

5—KITCHEN UTENSILS

Vegetable Graters

For shredding all kinds of root and green vegetables, cheese, nut-suet, etc. Essential in the preparation of attractive salads.

Very strong. Rustless. Last a lifetime

Each **1/-**

Nut Mills

For grinding nuts, hard cheese, crusts, etc., etc. Invaluable in the food-reform kitchen.

Each ... ... **2/6 and 4/6**

6—LITERATURE

Food Reform

Food Reform at a Glance	3d.
Pure Food for Workers	2d.
Nuts and All About Them	2d.
Aids to a Simpler Diet	2d.
Undressed Rice	2d.
Food Reform Ways of Using "Gelozone"	6d.
Salad Road to Health	6d.
Healthy Life Cook Book	1/-
Health without Meat (Miles)	1/9
Eating for Perfect Health (Powell)	3/6
Complete Guide to Sound, Successful and Attractive Food Reform (Baines and Saxon)	7/6

Nature Cure

Constipation and Some Remedies	6d.
Cure of Chronic Catarrh	6d.
,, Rheumatism	1/-
,, Indigestion	1/-
,, Constipation	1/-
,, Catarrh	1/-
,, Skin Complaints	1/-
,, Chest Complaints	1/-
,, Obesity and Thinness	1/-
Rupture (Cause and Treatment)	1/-
The Safe Way to Sound Nerves	1/-

Magazines

The Healthy Life (monthly)	6d.
Health for All ,,	6d.
The Vegetarian News ,,	3d.

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¶ Owing to the present financial situation, prices of foodstuffs are very unstable, and all quotations given in this booklet are, consequently, strictly subject to market fluctuations, and to alteration without notice.

¶ Any goods advertised in this booklet can be quickly obtained if not in stock.

HEALTH

IS OUR HERITAGE

the birthright to which we shall attain when we learn to understand and trust Nature, and conform to her laws.

NEARLY ALL DISEASE

is self-created, and can be finally eradicated from the life of the race only by right living, of which RIGHT EATING—along the lines advocated by Food Reformers—is a predominantly important factor.

Moultons (Printers) Ltd., Brighton.